



New York District Office

News Release

Release Date: June 28, 2004
Release Number: NYDO-04-10

Contact: John Miller (212) 264-7770
e-mail: john.miller@sba.gov

The SBA's New York Office to Conduct Outreach Blitz to Small Businesses ***Will visit Individual Businesses Owners on Walking Tours***

New York, NY--- Employees of the New York District Office of the U.S. Small Business Administration will be fanning out across the area throughout July in an aggressive effort to inform small businesses throughout 10 counties of the numerous assistance programs it offers.

"We have found the 'taking it to the street' approach of contacting businesses to be an effective marketing approach for us," said Jose Sifontes, the SBA's New York District Director. "It is often difficult for small business owners to take time off from running their businesses to learn about the various assistance programs available to them, so we're going to them," added Sifontes.

The blitz will be conducted in all five boroughs and Dutchess, Ulster, Nassau, Suffolk and Westchester counties. Prior to visiting the businesses, SBA employees will have already visited small business lenders in the areas to inform them of the blitz, update them on SBA guaranteed loan programs and advise them to be on the lookout for new customers as a result of the blitz.

The first of 13 walking tours will take place in the Hunt's Point section of the Bronx the week of July 6. The other areas to be visited by the last week of July are Port Morris, East Harlem, Long Island City, Brooklyn Navy Yard, Hauppauge Industrial Park, Brookhaven, East Williamsburg, Yonkers, West Babylon, Central Islip, Brooklyn Army Terminal, Staten Island, Freeport, Poughkeepsie, Brentwood, East Brooklyn, Hempstead and Kingston.

There will be bi-lingual SBA staffers on the blitz teams and the agency has also invited representatives from numerous other economic development organizations to join them on the tours.

"Our loans to small businesses are way up this year compared to the previous record-setting year," said Sifontes. "But we believe there is still so much more to be done and the blitzes are one way to do it," he added.

###

All of the SBA's programs and services are provided to the public on a non-discriminatory basis.